

Message Text

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42

ORIGIN COME-00

INFO OCT-01 EUR-06 ISO-00 CIAE-00 EB-05 INR-10 LAB-02

NSAE-00 PA-02 RSC-01 SIL-01 USIA-12 PRS-01 /041 R

66650

DRAFTED BY COM/BEWT/TPD/562:PTERLIZZI

APPROVED BY EB/OCA/REP:MWDONOVAN

COM/BEWT/TPD/562:RPRICE STATE/EUR/EE:EDSEGALL

COM/BIC/OIM/EM/236: RSMITH STATE/EUR/EE:GCALLOWAY

COM/BEWT/OEWD/550:PKRAMARIC

COM/OIM/SEUR/228 DJOHNSON

EB/EWT S HAAS

----- 114297

P 301547Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA PRIORITY

AMEMBASSY VIENNA PRIORITY

UNCLAS STATE 087949

EO 11652: N/A

TAGS: BEXP, BU, AU

SUBJECT: US PARTICIPATION IN PLOVDIV FAIR - JOHN DEERE

REF: (A) SOFIA 00617

(B) SOFIA 0634

1. RE REF: (A) ON SUBJECT, USDOC HAS REDESIGNED SPACE SO THAT
OUTDOOR AREA NOW RESERVED FOR DEERE TOTALS 112SQ. METERS.

2. IT IS NOT POSSIBLE TO OMIT COSTS OF PROMOTIONAL ACTIVITY,
OFFICE ASSISTANCE, LANDSCAPING, BUSINESS LOUNGE, OFFICE
SPACE, GRJHHICS, ETC. AS THESE ARE PROVIDED FOR AS A
PACKAGE ARRANGEMENT FOR ALL EXHIBITORS. FURTHER IT WOULD
BE UNFAIR TO OTHER EXHIBITORS PURCHASING SPACE REQUIRING
ALL THE AMENITIES TO PAY MORE THAN DEERE. PERMITTING DEERE
TO PARTICIPATE AT A LOWER COST WOULD REQUIRE USDOC TO
REDUCE OVERALL COST TO ALL EXHIBITORS, THEREBY INCURRING
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A SUBSTANTIAT LOSS TO THE GOVERNMENT.

3. THE 112 SQ. METERS OF SPACE RESERVED BY DEERE WILL COST \$4,900 WITH ALL AMENITIES. THIS WORKS OUT TO THE SAME APPROXIMATE COST AS NOVI-SAD FOR 100 SQ. METERS. INTERNATIONAL HARVESTER PLANNING TO OBTAIN 150 SQ. METERS AT \$45 DOLLARS PER SQ. METER.

4. MR. HANS BECHERE DIRECTOR OF EXPORT MKTG. FOR DEERE STATED THAT DEERE NOT INFORMED RE ACTUAL COSTS WHEN FIRST CONTACTED. THIS LACK OF INFORMATION APPARENTLY RESPONSIBLE FOR MISUNDERSTANDING RE COST WHICH HAS NOW BEEN CLEARED UP. WE EXPECT THAT DEERE REPS IN VIENNA WILL SHORTLY BE APPROACHING EWTC ABOUT FINALIZING CONTRACT.

5. THE NOVI-SAD FAIR IN WHICH DEERE IS PARTICIPATING IS A SPECIAL ARRANGEMENT. THE SHOW IS BEING PUT TOGETHER BY THE EMBASSY WITH SUPPORT OF THE DEPARTMENT OF AGRICULTURE. DEERE WILL OCCUPY 50 SQ. METERS AT NOVI-SAD. (THE COMMERCIAL PORTION AT THE PLOVDIV FAIR IS BEING SUPPORTED ENTIRELY BY USDOC.

6. RE REF (B) LTR. SENT TO MR. INGERSOLL OF BERG WARNER AS SUGGESTED. RUSH

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Disposition Approved on Date:
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Disposition Event:
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Drafter: PTERLIZZI
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